

Annual Strategy Guide - 2016 - World's Top 6 Military Helicopter Manufacturers - Airbus Group, AgustaWestland, Bell, Boeing, Russian Helicopters, Sikorsky - Strategic Focus & Priorities, Key Strategies & Plans, SWOT Analysis, Key Trends, Market Outlook

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Abstracts

Military helicopters have been an integral component of the force structure of armed forces globally and with increasing threat from terrorism & extremism; their significance for carrying out anti-insurgency based operations has grown further manifold in a complex, challenging, uncertain & rapidly evolving global geo-political environment. The demand & acquisition scenario for military equipment has been impacted of-late by defense budgetary cuts underway across most traditional markets; however, defense spending is likely to witness a slight to moderate uptick over near to medium term globally with increasing complexity of security challenges, resurgence of conventional state based threats & a wearing down of traditional world order. The latest U.K. Strategic Defense & Security review 2015-2025 clearly points towards the same with planned reinforcement & expansion of Air Combat, Airborne Strike and Maritime Surveillance capabilities. The review also places enhanced focus on Special Forces with focus on expansion of their capabilities & asset base with GBP 2 billion worth of planned investments. France, too, will need to bite the bullet & focus on plugging the security & capability gaps. The country announced plans earlier in the year to increase defense spending by Euro 3.8 billion over the next 4 years which is likely to be further ramped up following the recent terrorist attacks. In the United States, large, big ticket defense programs, which include, Long Range Strike Bomber (LRS-B), Joint Multi Role – Future Vertical Lift (JMR-FVL) & Next Generation Jet Engine Program are likely to be the key & drive growth over medium to long term. However, the Asia-Pacific region is projected to spearhead global demand for military helicopters over the next decade with a number of states poised to replace their ageing helicopter platforms as they expand

military capabilities to counter growing threat, assertiveness & military build-up by Russia & China.

Thus, the medium to long term view of the military helicopters market is promising with presence of strong fundamentals and long term, sustainable growth drivers & enablers spearheaded by technological evolution & R&D activity amid a backdrop of growing conventional & hybrid threat perceptions and complex security challenges. The development of next-generation compound helicopters & tilt-rotorcrafts has already heralded the advent of a new era that is likely to witness a significant expansion of the operational spectrum, capabilities & performance threshold of these machines which is likely to eventually transform & redefine their role besides enhancing overall effectiveness for conducting a wide range of military missions & operations while offering optimized operating costs & total cost of ownership.

Against this backdrop, the report analyzes the Overarching Strategic Focus & Priorities and provides comprehensive insights into the Key Strategies & Plans being conceptualized, formulated & implemented by the World's Top 6 Military Helicopter Manufacturers for the near to medium term horizon as the industry gears up for a complex, challenging & rapidly evolving global macroeconomic & geopolitical environment. The initial sections of the report provide a snapshot & overview on the business operations & market positioning of each industry OEM while the SWOT framework analyzes the core Strengths & Weaknesses for each of the helicopter manufacturers. The SWOT framework subsequently analyzes & identifies potential growth opportunities & avenues and imminent/emerging threats for each key industry OEM based on their strategic product portfolio & market positioning, core strengths & weaknesses and overall strategy focus & orientation. The concluding sections of the report provide insights into key & emerging market & technology trends, issues & challenges and risk factors. The report concludes by providing a Force Field framework analysis on the Global Military Helicopter Market and assessing the medium term Strategic Outlook for Military Helicopters along-with Inputs on Market Evolution & Growth Projections through 2025.

Report Excerpts:

Asia-Pacific region to Spearhead & Drive Demand Growth for Military Helicopters over Medium Term

Growing Complexity of Asymmetric Threats & Internal Security Challenges to Drive Demand for Helicopters

Likely Uptick in Defense Spending globally over near to medium term amid Heightened Threat Perceptions & Resurgence of Conventional, State based Threats to bolster demand for Military Helicopters

Growing preference for Multi-Role Helicopters instead of Mission Specific Platforms

Increasing development of Common, Configurable Platforms across Military & Civil segments

Emergence of Unmanned Rotorcraft Technologies & implications

Analysis of Airbus Helicopter's Innovation Driven New Product Development Strategy

Insights into AgustaWestland's Global Platform Modular Product Strategy & Continued Diversification of Global Industrial Footprint

Bell's Focus on expansion of Technological Capabilities Driven by R&D Activities and Active Pursuit of International Export Opportunities for the V-22 Program

Analysis of Russian Helicopter's 'Aftersale Service 2030 Strategy' and Plans to expand Global Market Share significantly through 2020

Strong Growth projections for Services & MRO activity over medium term amid Increasing utilization & preference for hardware modernization & upgrade

Relevance & Usefulness: The report will be useful for:

Strategic Planning, Assessment & Decision-Making Processes

Identification of & Insights into Potential Growth Opportunities & Avenues

Competitor Analysis & Comparative Analysis of covered Industry OEMs

Analysis of Near to Medium Term Strategy Focus and Key Strategies & Plans

for all OEMs

Medium Term Strategic Outlook, Inputs on Market Evolution & Growth Projections through 2025

Analysis of Emerging Market, Sector-specific & Technology Trends

Contingency planning for current Strategies & Programs

Identifying & highlighting areas for making potential Strategic Changes, Adjustments & Realignment

Analysis of Forces Driving as well as restraining the Industry & their overall Dynamics

For Whom: Key Decision-Makers across Industry Value Chain

The report will be essential for those having strategic interest in the Global Military Helicopter Market. The report will be especially useful for Key Decision-Makers, Program Managers, Military Procurement Managers, Defense Contracting Executives & Departments, Top Management of Industry Players & Other Companies, Industry OEMs, Suppliers, Vendors, MRO Services Providers, Helicopter Operators, Flight Simulator Manufacturers and other Key Players in the Industry Value Chain. The report will also be useful for existing & potential Investors, Industry & Company Analysts, M&A Advisory Firms, Strategy & Management Consulting Firms, PE Firms, Venture Capitalists, Financing & Leasing Companies, Researchers and all those associated with the industry.

Features, Benefits & Reasons to Procure:

Provides Macro View and Big Picture Quickly

Blend of Quantitative & Qualitative Analysis

Significant Time Savings

Visual Representation enables Easy Comprehension

Meetings & Presentation Ready Format

Superior & Enriched User Experience with Incorporation of Relevant Images

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